



WPTV

ORDER

Print Date 11/05/12

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Flight Dates 11/03/12-11/06/12

Contract / Revision 316687 /

Original Date / Revision
11/02/12 11/02/12

Advertiser FDP - 3 Pack Abruzzo, Sach

Agency Davis Group (The)

Buying Contact

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Product

Florida Democratic Party

Agency Com 15%

Billing Contact Pam Newby

4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 1427

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority FX

Advertiser Ref

Primary Account Executive
Marta Salazar-Perren

Account Executive	Order%	Start Date	End Date
Marta Salazar-Perren	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WFGC	%	
WFLX	%	
WPBF	%	
WPEC	%	
WPPB	%	
WPXP	%	
WTCE	%	
WTCN	%	
WTVX	%	
WXEL	%	

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	19	\$14,322.50	\$16,850.00	0.00
Totals	19	\$14,322.50	\$16,850.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/06/12	19	\$14,322.50	\$16,850.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	WPTV	11/03/12	11/06/12	M-F 430-5a M-F 430-5a	CM	430-5a	11-----	:30	2	\$125.00	FX	0.00	NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/03/12	11/09/12	11-----		2		\$125.00		0.00					
N 2	WPTV	11/03/12	11/06/12	M-F 5-6a M-F 5-6a	CM	5-6a	11-----	:30	2	\$500.00	FX	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 11/03/12	11/09/12	11-----		2		\$500.00		0.00					
N 3	WPTV	11/03/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00



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Contract / Revision **316687** Flight Dates **11/03/12-11/06/12**

Hiatus Dates

Original Date / Revision 11/02/12/ 11/02/12

Order Sep 00:20:00

Advertiser **FDP - 3 Pack Abruzzo, Saci** Product **Florida Democratic Party** Estimate # **1427**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 3	WPTV	11/03/12	11/06/12	M-F 7-9a M-F 7-9a	CM	7-9a	11-----	:30	2	\$1,500.00	FX	0.00	NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	11-----					2	\$1,500.00		0.00			
N 4	WPTV	11/03/12	11/05/12	M-F 12p NEWS M-F 12n-1p	CM	12-1p	1-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	1-----					1	\$500.00		0.00			
N 5	WPTV	11/03/12	11/05/12	M-F 2-3p M-F 2-3p	CM	2-3p	1-----	:30	1	\$350.00	FX	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	1-----					1	\$350.00		0.00			
N 6	WPTV	11/03/12	11/05/12	M-F 3p-4p 3-4pm Jeff Probst	CM	3-4p	1-----	:30	1	\$500.00	FX	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	1-----					1	\$500.00		0.00			
N 7	WPTV	11/03/12	11/05/12	NBC Monday Prime voice	CM	8-11p (8:00 PM-10:00 PM)	1-----	:30	1	\$4,000.00	FX	0.00	NM	1	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	1-----					1	\$4,000.00		0.00			
N 8	WPTV	11/03/12	11/05/12	NewsChannel 5 LN Spcl NewsChannel 5 LN Spcl	CM	1135p-1205a	1-----	:30	1	\$1,400.00	FX	0.00	NM	1	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	1-----					1	\$1,400.00		0.00			
N 9	WPTV	11/03/12	11/05/12	Sa 7-8a Sa 7-8a	CM	7-8a	-----S-	:30	1	\$725.00	FX	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	-----S-					1	\$725.00		0.00			
N 10	WPTV	11/03/12	11/05/12	Sa 8-10a Sa 8-10a	CM	8-10a	-----S-	:30	1	\$850.00	FX	0.00	NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	-----S-					1	\$850.00		0.00			
N 11	WPTV	11/03/12	11/05/12	Breeders Cup Breeders Cup	CM	12-7p (8:00 PM-9:00 PM)	-----S-	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	-----S-					1	\$425.00		0.00			
N 12	WPTV	11/03/12	11/05/12	Sa 1130p-1a Sa 1130p-1a	CM	1130p-1a	-----S-	:30	1	\$1,350.00	FX	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	-----S-					1	\$1,350.00		0.00			
N 13	WPTV	11/03/12	11/05/12	SU 5-6am News SU 5-6am News	CM	5-6a	-----S	:30	1	\$125.00	FX	0.00	NM	1	\$125.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	-----S					1	\$125.00		0.00			
N 14	WPTV	11/03/12	11/05/12	SU 10-11am To the Point SU 10-11am To the Point	CM	10-11am	-----S	:30	1	\$425.00	FX	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	-----S					1	\$425.00		0.00			
N 15	WPTV	11/05/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 11/03/12	11/09/12	M-----					1	\$950.00		0.00			



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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N15	WPTV	11/05/12	11/05/12	M-F 730-8p Entertainment Tonight	CM	730-8p	M-----	:30	1	\$950.00	FX	0.00	NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	11/05/12	11/11/12	M-----		1				\$950.00		0.00			
N16	WPTV	11/04/12	11/04/12	Su 1130p-1205a after NEM 1130p-12x After NFL		1130p-1205a	-----S	:30	1	\$1,000.00	FX	0.00	NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/29/12	11/04/12	-----S		1				\$1,000.00		0.00			
Totals														19	\$16,850.00